

Rep Order# 8876870 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37481

Printed: 10/03/2012 12:11 PM  
Last Received: 10/03/2012 11:54 AM  
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS  
Advertiser ( ) ROMNEY, MITT  
Product ROMNEY/P/R  
Estimate# 444  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //444  
Flight Dates 10/03/2012 - 10/09/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$100,745  
PLEASE CONFIRM  
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	600A-700A	8 NOW 6AM	:30	\$275.00	10/03-10/05	2	1	2	\$550.00	
	2	M-TU	600A-700A	8 NOW 6AM	:30	\$965.00	10/08-10/09	1	1	1	\$965.00	
	3	W-F	700A-900A	EARLY SHOW CBS	:30	\$200.00	10/03-10/05	3	1	3	\$600.00	
	4	M-TU	700A-900A	EARLY SHOW CBS	:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
	5	M-TU	900A-1000A	LIVE	:30	\$300.00	10/08-10/09	2	1	2	\$600.00	
	6	W-F	900A-1000A	LIVE	:30	\$1,050.00	10/03-10/05	2	1	2	\$2,100.00	
	7	W-F	1000A-1100A	PRICE IS RIGHT	:30	\$1,575.00	10/03-10/05	2	1	2	\$3,150.00	
	8	M-TU	1000A-1100A	PRICE IS RIGHT	:30	\$1,575.00	10/08-10/09	2	1	2	\$3,150.00	

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	9	M-TU	1200P-1230P	8 NOW NOON	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
	*10	W-F	1200P-1230P	8 NOW NOON	:30	\$1,140.00	10/03-10/05	1 ✓	1	1	\$1,140.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	11	W-F	300P-400P	ELLEN	:30	\$1,490.00	10/03-10/05	2	1	2	\$2,980.00	
	12	M-TU	300P-400P	ELLEN	:30	\$1,490.00	10/08-10/09	2	1	2	\$2,980.00	
	13	M-TU	430P-500P	8 NOW 4PM	:30	\$350.00	10/08-10/09	2	1	2	\$700.00	
	14	W-F	430P-500P	8 NOW 4PM	:30	\$1,575.00	10/03-10/05	2	1	2	\$3,150.00	
	15	W-F	500P-630P	8 NOW 5PM	:30	\$1,750.00	10/03-10/05	2	1	2	\$3,500.00	
	16	M-TU	500P-630P	8 NOW 5PM	:30	\$400.00	10/08-10/09	2	1	2	\$800.00	
	17	M-TU	630P-700P	INSIDE EDITION	:30	\$1,400.00	10/08-10/09	1	1	1	\$1,400.00	
	18	W-F	700P-800P	ENT TONIGHT 30	:30	\$1,225.00	10/03-10/05	2	1	2	\$2,450.00	
	19	M-TU	700P-800P	ENT TONIGHT 30	:30	\$1,225.00	10/08-10/09	2	1	2	\$2,450.00	
	20	W-F	1100P-1135P	8 NOW 11PM	:30	\$2,100.00	10/03-10/05	3	1	3	\$6,300.00	
	21	M-TU	1100P-1135P	8 NOW 11PM	:30	\$500.00	10/08-10/09	2	1	2	\$1,000.00	
	22	W-F	1135P-1235A	LETTERMAN	:30	\$965.00	10/03-10/05	2	1	2	\$1,930.00	



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	36	SU	1000A-430P	NFL FOOTBALL	:30	\$1,800.00	10/07-10/07	4	1	4	\$7,200.00	
	37	SU	700P-800P	60 MINUTES	:30	\$6,000.00	10/07-10/07	1	1	1	\$6,000.00	
	38	SU	800P-900P	AMAZING RACE	:30	\$7,350.00	10/07-10/07	1	1	1	\$7,350.00	
	39	SU	900P-1000P	THE GOOD WIFE	:30	\$5,600.00	10/07-10/07	1	1	1	\$5,600.00	
	*40	SU	1000P-1100P	THE MENTALIST	:30	\$7,700.00	10/07-10/07	1	1	1	\$7,700.00	
	Sales Remark: V3 . V3 Program Name Change, Comment Changed											
	41	SU	1100P-1135P	8 NOW SU 11PM	:30	\$1,225.00	10/07-10/07	2	1	2	\$2,450.00	
	42	SU	500A-600A	NEWS	:30	\$85.00	10/07-10/07	2	1	2	\$170.00	
	*43	W-F	1237A-137A	LATE LATE SHOW	:30	\$90.00	10/03-10/05	2	1	2	\$180.00	
	Sales Remark: V3 . V3 Added											

—REPORT TOTALS—

Report Totals: 71 / \$100,745.00

—SALES MONTHLY TOTALS—

Oct 12: 71 / \$100,745.00

Sales Totals: 71 / \$100,745.00

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Station Totals: 71 / \$100,745.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$335,817	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+